Missouri

FY24

Marketing Matching Grant

Guidelines

TABLE OF CONTENTS

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Lt. Governor Mike Kehoe, Vice Chairman
Senator Lincoln Hough
Senator John Rizzo
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Representative Brad Hudson
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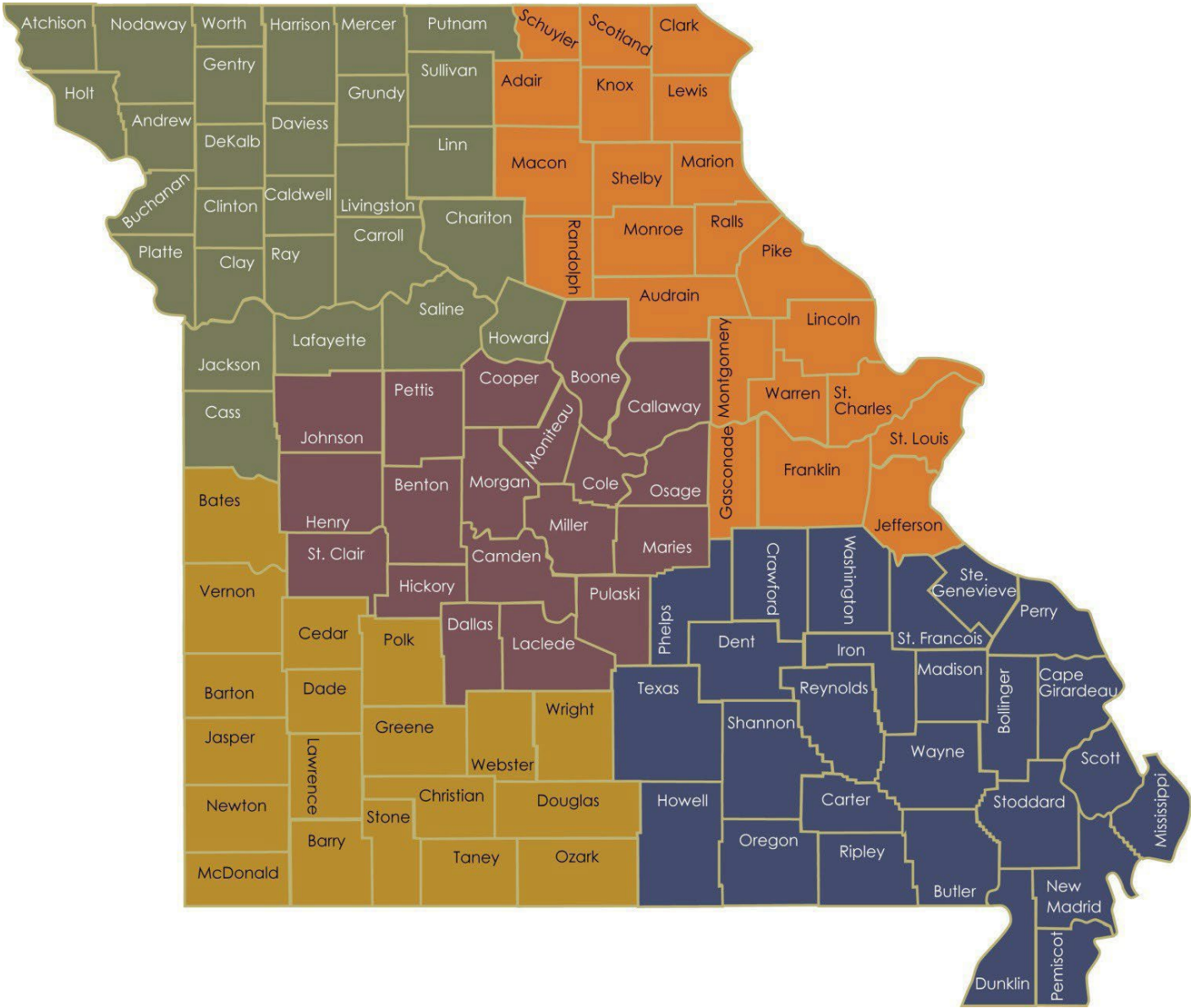Kurt Witzel

Missouri Division of Tourism Director Stephen Foutes

Missouri Division of Tourism
301 West High Street, Room 290
Jefferson City, MO 65101
573-751-4133

MISSOURI TOURISM REGIONS

MARKETING MATCHING GRANT OVERVIEW

The Missouri Division of Tourism (MDT) partners with Destination Marketing Organizations (DMOs) across the state to advertise and promote Missouri's vast array of tourism assets. The Division's Cooperative Marketing Programs invest in projects that are specifically designed to increase visitation and visitor spending throughout the state.

In order to reach the goals established in the MDT strategic plan, the goals and executions of Cooperative Marketing are aligned with MDT's overall strategic goals. Funds are distributed among separate matching grant programs and MDT funds qualified advertising and marketing projects to achieve the following objectives:

- Support and further MDT's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.

- Create programs based on the common marketing goals of MDT and the DMO, thereby creating mutually beneficial marketing executions.

- Create a program that is efficient to implement for both MDT and its partners.

The Marketing Matching Grant (MMG) is designed to primarily target the leisure, sports or convention traveler and reimburse up to 50 percent of a DMO's approved media project. The MMG provides reimbursement for marketing placement within the pre-approved markets and media outlets. The match of state funds provides a meaningful financial incentive to participants and a significant economic benefit to the State of Missouri.

Administration
MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

Contact Information
    Missouri Division of Tourism
    Attn: Cooperative Marketing
    301 West High Street, Room 290
    Jefferson City, MO 65101

Megan Rogers, Cooperative Marketing Manager
megan.rogers@ded.mo.gov

Cooperative Marketing Program Advisory Committee (CMPAC) – The advisory committee is comprised of 10 tourism industry professionals representing each of the five regions of the state, providing valuable customer input about design and administration of the program.

Disclosures:
- The State of Missouri reserves the right to review/audit participant's contract records for a period of five years after the close of the contract period.

- MDT may terminate any contract upon discovery of a violation of any terms and/or requirements of the contract committed by the participant.

- Failure to complete an approved project may result in a one-year disqualification from participation in the programs. In some situations, partial completion of a project or the completion of a project vastly altered from the approved project may result in the withholding of approved funds.

- Failure to complete a project as agreed to will be a consideration in the evaluation of future applications.

- The Missouri Tourism Commission reserves the right to make all final decisions concerning the administration of this program.

TIMELINES

All of the dates below are for the FY24 MMG.

DATE	Activity
September 1, 2022	DMO Certification Application Opens
October 31, 2022	DMO Certification Application Closes
December 15, 2022	DMO Certification Emails Sent
December 15, 2022	CTL Emails Sent
March 1, 2023	Guidelines Posted
April 1, 2023	Application Opens
May 30, 2023	Application Closes
June 15, 2023	Awards are Announced
July 1, 2023	FY24 Program Year Begins
November 30, 2023	Q1 Reimbursement Due
February 28, 2024	Q2 Reimbursement Due
May 31, 2024	Q3 Reimbursement Due
June 30, 2024	FY24 Program Year Ends
August 31, 2024	Q4 Reimbursement Due
October 1, 2024	Project Summary Report Opens
November 30, 2024	Project Summary Report Closes
December 31, 2024	Reports Posted Online

DMO ELIGIBILITY

The MMG is available to all MDT-certified DMOs. See the DMO Guidelines for additional information regarding the certification requirements and process – the DMO Guidelines can be found on the Industry.VisitMO.com website. A DMO must apply for certification the year prior to the program year beginning – see the timeline above for details.

Organizations not 'certified' by MDT are NOT eligible for the MMG.

FY24 Certified DMOs

Barton County	Jefferson City	Pulaski County
Benton County	Jefferson County	Rolla
Boonville	Kansas City	Sedalia
Branson	Kennett	Sikeston
Buchanan County	Kirksville	Springfield
Callaway County	Lake Ozark – Tri-County Lodging	St. Charles
Cape Girardeau – City	Lebanon	St. Louis
Carthage	Maryville	Ste. Genevieve
Clinton	Moberly	Table Rock
Columbia	Perry County	Warrensburg
Hannibal	Platte County	Washington – City
Hermann	Poplar Bluff	West Plains

APPLICATION

All applications must be completed on the Submittable website and both the program application and project budget grid are due on the last day of May (see previous timeline chart for details). The MDT Cooperative Marketing Team reviews the applications and budget grids for completeness and program compliance. Further information on completing the application and budget grid can be found on the Industry.VisitMO.com website under Partnerships & Programs/Education.

REQUIREMENTS

All certified DMOs wishing to participate in the MMG must be able to show proof of:

Requirement	Sources for Obtaining Information or Documents
Registered and in good standing with MO Secretary of State, if required for the entity type	A copy of a certificate of Good Standing for your entity, which can be obtained through Missouri Business Filings (mo.gov)
SAM II Vendor ID Number	Vendor Input Form
E-Verify Registration and MOU, as required by § 285.530 RSMo3	You will need a copy of the electronically signed Memorandum of Understanding between your entity and the U.S. Department of Homeland Security, https://e-verify.uscis.gov/enroll
MO Tax ID Number	MO Tax ID Number
Federal Employer Identification Number (FEIN)	IRS.gov

PARTNERSHIPS

A certified DMO is responsible for working with tourism organizations and businesses to promote tourism on a countywide basis. Although MDT is the primary partner of the DMO for the MMG program, the Division also supports additional financial partnerships. Upon entering into a financial agreement(s), it is recommended the participating certified DMO share MMG guidelines, requirements and updates with their partner(s) to ensure program compliance and foster transparency.

MDT will not be communicating with the partners of the certified DMO concerning the project. All project communication (media, ads, policy, etc.) must be between MDT and the participating, certified DMO. The DMO must provide one primary contact, referred to as the "Project Director." However, it is important that the DMO provide both the President/CEO and the Project Director's contact information and that must be two different individuals. Any change to the DMO's President/CEO or the Project Director requires completion of a Key Personnel Change Form. It is imperative that MDT has the

most current contact information at all times. You may complete this form on the [Submittable](#) website.

Bids – Please follow your internal procurement policy.

AWARDS

Award notification letters and agreements are emailed to the DMO President/CEO and DMO Project Director (listed on the application) prior to the beginning of the project period. The agreement must be signed and returned to MDT prior to the program year beginning. If the DMO is unable to meet this deadline, exceptions can be made on a case-by-case basis.

Award Amounts

Grant allocations are awarded based on the County Tourism Level (CTL) calculated for each Missouri county. The CTL formula considers tourism expenditures (in 45 NAICS codes), tourism jobs, economic impact, and more. The CTLs are determined using the county's ranking which is based off of the formula and the number of DMOs in each CTL group (1-8). Because the number of DMOs within each group is limited, only certified DMOs are assigned a CTL each year.

CTLs are updated annually to reflect changes in the economic position of the county and all data is collected from third parties.

The Cooperative Marketing budget amounts are tied to the annual funding MDT receives from the General Assembly. Therefore, the allocations may change from the original estimate if MDT's budget is changed at any time and for any reason prior to or during the fiscal year in which the DMO is participating in the program. The number of certified DMOs and the County Tourism Levels (CTLs) also have an impact on the maximum funding amounts and may cause budgets to change. While MDT makes every effort to ensure DMOs are awarded the proposed funding, those levels may be modified later.

ELIBIGLE ACTIVITIES

The MMG funds can be used for product placement only – the grant does not cover costs associated with maintenance, production or content creation.

For eligibility, all marketing activities and components are subject to the following program requirements:

- All funded marketing activities must run between July 1 and June 30 of the fiscal year. Products that fall outside the established fiscal year will not be reimbursed.

- Media advertising may only be placed in MDT-approved markets and media outlets (see Approved Media Markets section)

- All ads must promote the destination(s). The only logos or website information allowed are those of a DMO and MDT.

- The distribution of products funded through the Cooperative Marketing Program must have a reach that extends beyond 50 miles of the advertised destination. Websites that represent local TV, radio, newspapers and magazines are considered part of the same Destination Marketing Area (DMA) as their physical counterparts.

- If the ad has a call to action, it must include DMO information only. Additional web links and/or phone numbers may not be used.

- Funds from other Missouri state sources may not be used to satisfy the DMO's local matching funds obligation.

- Marketing activities must be completed as approved in the contract or a subsequently approved revision.

- For CTLs 5-8 only, a minimum of 50 percent of ad placement must target out-of-state markets.

Eligible Costs
- Advertising placement in the following: print, out of home, TV, radio, and digital.
- Ad agency fees up to 15 percent of the incurred gross charge.

- Marketing for one day events may be approved on a case-by-case basis for DMOs with a CTL of 4 or lower. DMOs with a CTL of 5 or higher, cannot market one day events.
- Limited ad serving and ad monitoring costs may be included as a portion of online advertising placement. MDT highly encourages all DMOs to use a third party ad server.

Ineligible Costs
- Production costs associated with media, with the exception of billboard production
- Administrative costs (salaries, food, beverages, travel costs, promotional gifts, awards, web hosting, memberships, and entertainment)
- Training registration fees
- Familiarization tours (FAMS)
- Expenses incurred or commitments made prior to the grant award
- Tangible personal property
- Scholarships
- Contests
- Consumer and/or trade shows
- Operating costs
- Non-budgeted expenses
- Subscriptions or maintenance

Project Modifications
Any changes to the approved media plan requires a new budget grid to be submitted and approved by MDT. If changes to the project exceed the total grant award, the DMO must incur those excess expenses. No costs can be reimbursed if they are not on the most current version of the budget grid.

ARTWORK APPROVAL

Artwork for ads placed with funding from the MMG program must receive approval from MDT prior to placement each program year. The approval process can require up to five business days after the submission of the final and/or revised ad. For rich media, both the playable ad and screenshots of all frames need to be submitted. MDT must have access to the ad for up to five years for auditing purposes.

Only finalized ads should be submitted for approval; incomplete ads will not be reviewed. An ad placed in numerous media requires approval only once each program year.

However, each ad must be approved in a new program year as policies and guidelines may change.

MDT reserves the right to deny approval on ads considered offensive, profane or inappropriate in any way and those that do not represent the program's intent. The pre-approval forms can be found on [Submittable](#).

WORKING WITH AN AGENCY

Although it is not required, MDT encourages CTLs 5-8 only to use MDT's ad agency. No fees or commissions will be assessed for these placement services. If MDT's ad agency is used to place 100% of the DMO's media, no quarterly reimbursement request is required. This service does not include trafficking. MDT's agency will work to negotiate favorable media rates and will provide media buying and stewardship services. Additional information on the media buying provided by the agency can be found on the [website](#).

If the participating DMO elects to place ads through another agency, agency commissions up to 15 percent of the incurred gross charge can be reimbursed. MDT will work directly with the certified DMO and not the agency. Working with an agency requires additional paperwork when requesting a reimbursement – please see the Reimbursement Requirements for more information.

APPROVED MARKETS

Advertising funded through the MMG program must be selected from an approved list of media in approved markets. Participants requesting additions to the list must do so in writing for the next fiscal year. It is the responsibility of the participant to place advertising in only those media and markets approved by MDT. Eligible markets and publications on the pre-approved list are the ONLY allowable markets and publications that will be reimbursed.

If MDT uses the market, then the other three criteria do not need to be met. If the market is not used by MDT, then at least one of the criteria must be met and approved on a case-by-case basis. Following are the criteria for selecting markets for the MMG.

- Geographic markets utilized by MDT

- Historically strong feeder markets
- Good track record of advertising activity results – number of inquiries, cost per inquiry and conversion percentage
- Reasonable proximity (typically less than a day's drive) to Missouri – within adjacent state or direct access via interstate highway

In-State Marketing Limitation
- For CTLs 5-8, a minimum of 50% of ad placement must target out-of-state markets
- Distribution must have a reach that extends beyond 50 miles of the advertised destination

Use the percentages below for approved Destination Marketing Areas (DMAs) within Missouri that cover two or more states:

DMA	IN-STATE PERCENT	OUT-OF-STATE PERCENT
Joplin-Pittsburg	57%	43%
Kansas City	60%	40%
Ottumwa-Kirksville	45%	55%
Paducah-Cape Girardeau-Harrisburg	35%	65%
Quincy-Hannibal-Keokuk	29%	71%
Springfield	86%	14%
St. Joseph	94%	6%
St. Louis	74%	26%

The DMAs listed below fall within the 10 states identified as the core geography from which Missouri draws visitors and are considered either 100% in-state (I) or 100% out-of-state (O). (Note: Markets are listed as Nielsen television DMAs.)

O	Bowling Green, KY	O	Little Rock-Pine Bluff, AR
O	Cedar Rapids-Waterloo & Dubuque, IA	O	Louisville, KY
O	Champaign & Springfield-Decatur, IL	O	Memphis, TN
O	Chattanooga, TN	O	Nashville, TN
O	Chicago, IL	O	North Platte, NE
I	Columbia-Jefferson City, MO	O	Oklahoma City, OK
O	Des Moines-Ames, IA	O	Omaha, NE
O	Evansville, IN	O	Peoria-Bloomington, IL
O	Ft. Smith-Fay-Sprngdl-Rgrs, AR	O	Quad Cities (Davenport-R.Island-Moline), IA
O	Ft. Wayne, IN	O	Rockford, IL
O	Indianapolis, IN	O	Sioux City, IA
O	Jackson, TN	O	South Bend-Elkhart, IN
O	Jonesboro, AR	O	Terre Haute, IN
O	Knoxville, TN	O	Topeka, KS
O	Lafayette, IN	O	Tri Cities, TN
O	Lexington, KY	O	Tulsa, OK
O	Lincoln & Hastings-Kearney, NE	O	Wichita-Hutchinson Plus, KS

Using Knoxville and Lexington as the furthest distance (about 500 miles) – below is a list of additional approved markets:

O	Sioux Falls, SD	O	Monroe-El Dorado, LA
O	Minneapolis-St. Paul, MN	O	Shreveport, LA
O	Milwaukee, WI	O	Jackson, MS
O	La-Crosse-Eau Claire, WI	O	Greenwood-Greenville, MS
O	Madison, WI	O	Columbus-Tupelo-Westpoint-Houston, MS
O	Green Bay-Appleton, WI	O	Dayton, OH
O	Mankato, MN	O	Cincinnati, OH
O	Rochester-Mason City-Austin, MN	O	Huntsville, AL
O	Sherman Ada, OK	O	Birmingham, AL
O	Wichita Falls-Lawton, TX		

I = In-State Market; O = Out-of-State Market

APPROVED MEDIA

Consumer Print
If MDT uses the publication, then no other criteria must be met. If MDT does not use the publication, then one of the two circulation criteria must be met for geographically appropriate titles AND the title must have a successful record of generating leads or conversions.

Following are the criteria for selecting consumer print publications, all criteria must be met to receive reimbursement:

- Majority (51% or higher) of circulation is paid
- Circulation is audited by Alliance for Audited Media (or other AAAA certified organization) OR publication can provide USPS-verified circulation — Form 3526 Statement of Ownership, Management, and Circulation
- Geographically targeted/available in geographically targeted editions
- Demographically targeted
- Editorially targeted (i.e., travel)
- Supports MDT brand message (image appropriate)
- Successful record of generating inquiries — both a large number of inquiries and at a low cost per inquiry
- Good conversion record
- Minimum of 85% of the advertising is delivered at least 50 miles from the location of the destination advertised

NOTE: While the following publications are allowed, not all will be appropriate for everyone. An analysis of the circulation (to determine where they distribute) and the cost per thousand should be done to understand the efficiency of each title. If you want to advertise in a publication that is not listed, contact MDT.

Approved Consumer Magazines

Missouri Publications	Local Publications	General Interest
417 Magazine	Arkansas Living	Missouri Vacation Guide
Columbia Business Times	AY Magazine	Parade
Como Living	Chicago Life Magazine	Reader's Digest
FEAST Magazine	Chicago Magazine	
Jefferson City	Chicago Tribune (Sun)	**Women's Publications**
KC Magazine	Cincinnati Magazine	Better Homes & Gardens
Missouri Life	Cleveland Magazine	Country Living
Missouri Business	Columbus Monthly	Family Fun
Mizzou Alumni Magazine	Indianapolis Monthly	Good Housekeeping
Outdoor Guide	The Iowan	Martha Stewart Living
Rural Missouri Magazine	KC Business Journal	Midwest Living
Show Me Missouri	KC Magazine	O, Oprah
	Kentucky Monthly	People
Travel Publications	Louisville Magazine	Rachel Ray in Season
AAA Home & Away	Nashville Lifestyles	Real Simple
AAA Journeys	Nova Magazine	Southern Living
AAA Living	Omaha Magazine	Women's Day
AAA Midwest Traveler	St. Louis Business	
AAA Southern Traveler	Journal	**Cultural Interest**
AAA Tour Book	St. Louis Magazine	America's Civil War
AAA World	Tulsa Kids	Civil War Courier
American Road	Tulsa People	Civil War Time
Best of the Midwest Guide	Wichita Magazine	Preservation Magazine
Endless Vacation		Roadrunner Motorcycle
Rova Magazine	**Outdoor Publications**	ROUTE Magazine
Terrain Magazine	Good Sam RV Travel	True West
Travel 50 & Beyond		
Travel South International	**African American**	**Golf Publications**
Guide	Ebony	Golf Chicago
		Golf Oklahoma
		Tee Times

Trade Publications (Group Tour & Affinity Groups)
Following are the criteria for selecting trade publications, both criteria must be met to receive reimbursement:
- Appropriate editorial content
- Minimum of 85% of the advertising is delivered at least 50 miles from the location of the product advertised

Approved Trade Publications (Group Tour & Affinity Groups)
- Select Traveler (selecttraveler.com)
- Courier (ntaservicesinc.com)
- Destinations (buses.org)
- Group Today (serendipity-media.com)
- Group Tour (grouptour.com)
- Group Travel Leader (grouptravelleader.com)
- Leisure Group Travel (leisuregrouptravel.com)
- Missouri Tour Guide (leisuregrouptravel.com)
- Northstar - Conventions
- Student Group Tour (grouptour.com)
- Teach & Travel (serendipity-media.com)

Consumer Newspapers
Following are the criteria for selecting consumer newspapers, all criteria must be met to receive reimbursement:
- Within approved markets
- Must have 90% + paid circulation
- Must be in outlets licensed and located a minimum of 50 miles from the product advertised

Newspaper Inserts
Approved inserts:
- Missouri Vacation Guide (Madden Media)

Out of Home
Following are the criteria for selection out of home marketing, all criteria must be met to receive reimbursement:
- Within approved markets
- Must be located a minimum of 50 miles from the product advertised
- Out-of-Home is considered 100% in-state or 100% out-of-state

Broadcast
Following are the criteria for selection of broadcast, all criteria must be met to receive reimbursement:

- Local market broadcast/cable within approved markets
- National network, cable or syndicated broadcast only in programming that is appropriate (image-appropriate/noncontroversial programming)
- Demographically targeted to adult audiences, but may be gender specific
- Radio stations, television stations and cable systems must be rated by Neilsen

Approved Broadcast Media

Missouri Broadcasters Association	100% In-State
Learfield Radio Networks	100% In-State
Kansas Network Radio	100% Out-of-State
Bally Sports Midwest (formally Fox)	30% In-State
Kansas City Chiefs Radio Network	50% In-State
St. Louis Cardinals Radio Network	30% In-State
Kansas City Royals Radio Network	30% In-State
Gray Destination Marketing	30% In-State

Digital Marketing
Following are the criteria for digital marketing (including video like: OTT, OLV, CTV), all criteria must be met to receive reimbursement:

- Advertising environment must be image-appropriate and noncontroversial.
- If purchasing a website directly, the vendor must be affiliated with an accredited online or offline media organization or company. In order to be accredited, they should be listed in Neilsen Net Ratings or Comscore, and/or audited by an IAB approved audit firm.
- If using an ad network or a private marketplace, ad placement should be transparent (meaning the exact websites and placement are known to the advertiser).
- If using ad exchanges or programmatic/RTB (real time buying), all vendors must be willing to accept third-party ad serving and should be TAG (Trustworthy Accountability Group) Inventory certified for brand safety OR TAG certified against fraud. Programmatic/RTB vendors should abide by IAB standards called OpenRTB API Specification. The current version as of 12/2022 is version 2.6. Ask the Programmatic/RTB vendor if they abide by the OpenRTB API Specification, version 2.6, in order to confirm they are eligible.

We strongly encourage you to make sure that invoices are generated by online vendors using third-party ad-serving reports.

Approved Third-Party Ad Servers
The use of a third-party ad server is strongly encouraged, but not required. A third-party ad server is used by advertisers and ad agencies to store and manage advertising code, as well as to deliver, track and analyze ad campaigns run on multiple publishers' websites. It helps advertisers to verify the validity of data provided by publishers for impressions and clicks they delivered.

If the digital campaign is managed through OBP Agency, Sizmek will be used as the adserver.

The following list is not exhaustive. Any third-party ad server should be IAB certified (www.iab.com). Check with each server to determine minimum spending requirements and whether that fits with your budget. We do not recommend that you use an ad server that is also buying advertising for you.
- Adform (adform.com)
- Adtech (adtech.com)
- Conversant Media (conversantmedia.com)
- Doubleclick (doubleclick.com)
- Sizmek (sizmek.com)
- Smart Adserver (smartadserver.com

Ad Verification/Viewability
While not required, we encourage you to use Ad Verificaiton/Viewability to guard against fraud and know that the impressions served were seen by humans. Ad verification monitors viewability, protects against invalid traffic, and ensures brand safety.

Ad viewability refers to how visible ads on a website or mobile app are to users. For an ad to be considered "viewed," at least 50% of the creative must display on-screen for more than one second.

Invalid traffic is any activity that doesn't come from a real user, such as a robot.

Following is a non-exhaustive list of vendors who are IAB certified:

- Adform (adform.com)   Viewability
- Adloox (adloox.com)   Viewability
- Double Verify (doubleverify.com)   Viewability
- Integral Ad Science (integralads.com) Viewability and Ad Verification
- Moat (moat.com)   Viewability

If the digital campaign is managed through OBP Agency, Integral Ad Science (IAS) will be used as the ad verification partner.

Benchmarks
Viewability: 60%-65%   Invalid Traffic: 5%   Brand Safety: 95%

Targeting
Online advertising (including banners, rich media and video) should be targeted. Following are the acceptable targeting methods:

Demographic Targeting to Adult Travel Decision-Makers
- Male/Female/Adults
- At least 18 years old, but could be older

Geographic Targeting
Strongly preferred: AR, IA, IL, IN, KS, KY, MO, NE, OH, OK, TN

Prospecting
Prospecting helps attract new audiences who are likely to convert.   This is an upper-funnel tactic

An example of a prospecting tactic is targeting consumers who visited a competitive site (like EnjoyIllinois.com)

Contextual Targeting
With contextual targeting, individuals are served ads based on what they are reading. The system scans a website for keywords. Contextual targeting topics (keywords) should be travel focused and may include, but are not limited to, keywords such as:

Vacation	Spas	Attraction	Lake
Road Trips	Resorts	Get Away	Hotels

Behavioral Targeting

With behavioral targeting, individuals are served ads based on information collected from an individual's web-browsing behavior (e.g., the pages they have visited or the searches they have conducted). Behaviors should be travel focused and may include, but are not limited to:

- Searching for airfare, hotels or car rentals
- Searching for or purchasing luggage

Re-Targeting (or Re-Marketing)

Re-targeting allows advertisers to send messages targeted to consumers based on their previous visitation to your website.

By resending your re-targeting display ads to visitors, you are gaining brand exposure and becoming more recognizable to your target audience, raising trust and making them more likely to convert. Re-targeting ads have much higher CTRs and conversion rates than typical display ads

- Vendors who have re-targeting capabilities will typically need to place a tracking pixel on your website and may need to put tracking pixels on multiple pages.

Geographic Fencing

This type of marketing allows individuals who are in certain markets to be served specific ads and draws a virtual barrier around a specific location using IP addresses (for example, in-market consumers only).

Travel Platforms

Some vendors employ travel-heavy data in their targeting capabilities and are approved by MDT. Approved travel platforms:

- Adara (adara.com)
- Sojern (sojern.com)
- Expedia (expedia.com)

Other requested travel platforms will be reviewed on a case-by-case basis.

Key Performance Indicators (KPIs)

While it is up to each DMO to set its own KPIs, MDT strongly recommends that click-through rates (CTRs) not be used. MDT encourages using post-click, post-impression conversions (specifically email sign-ups and travel guide requests) as the KPI. Another KPI could be time spent on-site.

Measurement Goals by Objective:

Awareness	Interest	Conversion
Viewability: 70%	Time On-Site: > :30	Email Sign-Up
Invalid Traffic: <2%	Avg Page View	Travel Guide Request
Brand Safety: 95%	per Session: >2 pages	

Website-Specific Criteria
- Online vendor must be affiliated with an accredited online or offline media organization/company (accredited = listed in Nielsen Net Ratings or Comscore and/or audited by a third-party online firm)
- Vendor should be willing to accept third-party ad serving

Approved Online Media
- The use of ad networks is acceptable where the ad placement is 100% transparent
- Local TV station, radio station and newspaper websites are subject to the 50-mile rule
- Websites associated with all approved consumer and trade publications
- Websites that contain travel content and meet general and website criteria listed above
- If using ad exchanges or programmatic/RTB, all vendors must be willing to accept third-party ad serving and should be TAG Inventory certified for brand safety or TAG certified against fraud. Programmatic/RTB vendors should abide by IAB standards call Open RTB API Specification. The current version as of 12/2022 is version 2.6. Ask the Programmatic/RTB vendor if they abide by the Open RTB API Specification, version 2.6, in order to confirm if they are eligible for purchase.

Social Media
Advertising opportunities on social platforms will be reevaluated annually to ensure opportunities are in place that have the greatest potential to provide value. A DMO may not be reimbursed for a platform they have not previously used, without approval from MDT.

Search Engine Marketing (SEM)
- Not eligible through the MMG Program
- Contact Madden Media for participation through the SEM Partnership

LOGO USAGE

The visual identity for Missouri Tourism positions the state as a thriving, ever-changing destination with much to offer. A classic font and vibrant color palette reinforces this positioning. The multicolored petals of the kaleidoscope complement the typeface and speak to the many facets of the Missouri experience. The overall design intentionally marks a departure from the way consumers have viewed our state in the past, thereby inviting them to rethink what a visit to the Show-Me State can be.

General rules for the use of the logotype include, but are not limited to:
- The logo should never be redrawn, proportioned or modified
- Additional elements, including boxes around the logo or variations in color, are not allowed.
- The logo (all options) can be requested via email.

The logo can be reproduced in four ways:
- 4-color process with 100% black word mark
- 4-color process with 100% white word mark
- 2-color (black & white) with 100% white word mark
- 2-color (black & white) with 100% black word mark
  RGB for web use only

Use the white on a dark background   Use the black on a light background

Use the two-color to show contract between the background and logo:

Logo Size and Usage Requirements

The Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual materials as to its content and appropriateness for the public and for the state's effort to promote tourism. Pre-approval by the Division of Tourism is required for all co-op advertising.

Optimum Size

2" Width

Minimum Size

1.25" (1 1/4") Width

Print Adverting

The official Missouri Tourism logo is required on all print advertising funded through the Co-op Program. The MDT logo must be in a size equal to or commensurate with the participant's logo. MDT will determine if a logo is commensurate.

Optimum size for logos is 2" for a full page ad and 1.25" for ½ page or less. If the ad is less than 1/4 page, the MDT logo may be smaller; however, it must still be legible and commensurate with the DMO logo.

Exceptions can will be made where several co-op participants will be present or where the MDT logo will appear multiple times. An example of this includes the Missouri Travel Guide (produced by Madden Media). For this guide, the MDT logo should not be used; however, Visit.MO.com should be present on the ad. Exceptions will be made on a case-by-case basis, and participants will be notified that the logo is not required.

Video Advertising

Videos must display the official Missouri Tourism logo for a minimum of five seconds for a 30-second (or more) ad and a minimum of two seconds a 15-second ad. The logo must be clearly legible and prominently displayed. Generally, the MDT logo should be commensurate with the size of the DMO's logo.

In the case of a social media post, the video does not need the logo if the # or @ is present in the text – see the Social Media information below.

Radio Advertising

Radio ads must contain the credit line, "Produced in cooperation with Visit Missouri," typically at the conclusion of the ad.

Out-of-Home Advertising

Billboards and "wraps" must contain the official MDT logo at a width of at least 1/8th (or 12.5%) of the billboard or wrapped item's width so as to be clearly readable to the passing motorist.

Digital Advertising

All landing pages and/or websites where the consumer is first directed by the advertisement must include the MDT logo that links to the MDT website (VisitMO.com). The consumer must be able to reach the Division's website with one click. This link must be placed in the footer using the required code below.

By incorporating the code below, the MDT logo will automatically link to the VisitMO.com homepage.

```
<a href="http://www.visitmo.com" target="_blank"><img src="http://www.
visitmo.com/Portals/0/Missouri_ Division_of_Tourism_Logo.png" alt="Official Missouri Division of
Tourism Website" width="175" height="77" style="width: 175px; height: 77px;" title="Missouri
Division of Tourism Logo" /></a>
```

Approval for all electronic advertising is required before going live.

As digital and social media is constantly changing, it is important that a DMO requests permission BEFORE using a new social media platform for the first time or using a new type of digital ad for the first time. MDT will evaluate the appropriateness of the new platform or ad type (to the co-op program) and made a decision at that time as to if it is a reimbursable expense.

Banner/Mobile Advertising
Display banners should include the Missouri logo only, without the   VisitMo.com tagline. The logo is not required for smaller standard sizes (728x90, 300x50, 320x50). All other sizes require the logo to be present at a legible size. Final determination will be made by the Division of Tourism.

Banner advertising may link directly to the cooperative marketing partner's own DMO destination; however, that destination must include the Missouri logo in the footer and link directly to VisitMo.com.

E-Mail Marketing & E-Newsletters
For email marketing/newsletters, etc., the logo should always be commensurate with the DMO logo and scale responsively if so designed.
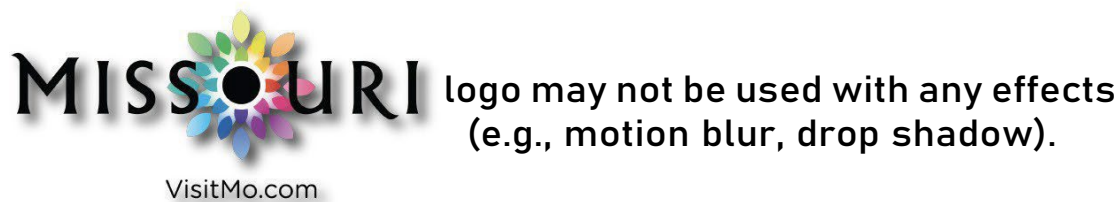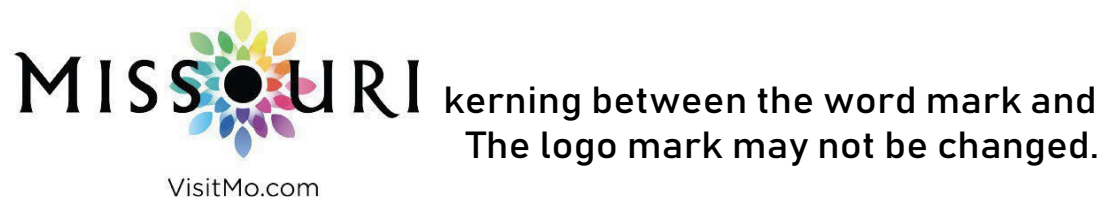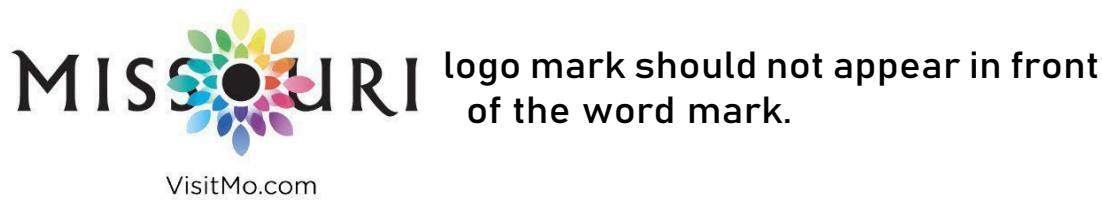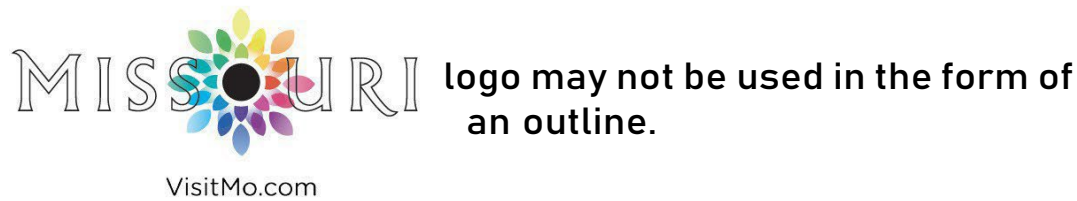
Social Media
When advertising on social media, at least one of the following is required in the text of a post:
- The hashtag #ThatsMyMO in the content
- The tag @VisitMO in the content
If the post has no text, the MDT logo must be present on the image or video.

Unacceptable Treatments

MISSOURI logo colors may not be changed.
VisitMo.com

MISSOURI logo may not be used in the form of an outline.
VisitMo.com

MISSOURI logo mark should not appear in front of the word mark.
VisitMo.com

MISSOURI kerning between the word mark and The logo mark may not be changed.
VisitMo.com

VisitMo.com
MISSOURI logo may not be redrawn, ...rtioned, or recreated in any ...gline, knocking

o

MISSOURI logo may not be used with any effects (e.g., motion blur, drop shadow).
VisitMo.com

REIMBURSEMENTS

Quarterly reporting of marketing activities is required for all MMG contracts with the submission of the Quarterly Reimbursement Request form. This form is due each quarter to request reimbursement of project expenses; however, the form must be submitted even when no expenses were incurred. It must be filed within 60 days following the end of each fiscal quarter. All certified DMOs with an approved MMG contract will receive reimbursements through electronic funds transfers. Grant funds and the DMO match must be used in accordance with the itemized budget grid submitted in the approved application. Forms are available on the Submittable website.

The exception is a destination using MDT's ad agency for 100% of the MMG advertising and are therefore, not requesting a reimbursement – no reimbursement request is required.

MDT's agency is placing 100% of the MMG budget
- No quarterly reimbursement requests required.
- MDT's agency will provide a detailed invoice to the participant for 50 percent of the cost of qualified ads, in accordance with the agreement entered into between the participant and the agency. This will include the invoices from the media vendor and the appropriate proof of performance.
- The participant must remit payment in full to the agency upon receipt of the completed billing document.
- MDT will remit its share in full upon receipt/approval of the complete billing document from the agency.

Basic Requirements
A properly completed Quarterly Reimbursement Request, along with the required documentation, must be completed by the due date to receive a reimbursement.

Only expenses approved on the most recent version of the DMO's MMG Budget Grid can be reimbursed.

All artwork must be pre-approved before a reimbursement can be made.

The following documents are required for every reimbursable item:
- Proof of Expense
- Proof of Payment
- Proof of Performance

Proof of Expense

The most common and approved form of Proof of Expense documentation is an invoice.

- The invoice must show the DMO as the "bill to" organization, contain the name and address of the vendor providing the service, provide an itemized detail of the service provided (including dates of service or date cost incurred), and include the total cost.
- When services are provided through an advertising agency, an invoice is required from the vendor to the ad agency AND an invoice from the ad agency to the DMO (or MDT if MDT's agency is used) for each expense. The same policies apply to the information needed on each document – both vendor and agency.

Proof of Payment

At least 50 percent of the invoice must have already been paid by the DMO before MDT can reimburse. The exception to this rule is if MDT's agency has placed the media – in that case, the DMO does not get reimbursed and therefore doesn't have to show Proof of Payment. The most common and approved form of Proof of Payment is a canceled check or credit card statement.

- Checks must be written from the participants' account for at least 50 percent of the charge for the service invoiced. If the check covers more than one expense, include a copy of the check detail. The check must have already been 'cashed' and a copy of the cancelled check is required.
- Credit card payments must include a copy of the credit card statement (billed to the DMO) detailing the reimbursable expense (charged by the vendor). All other expenses may be redacted from the statement.
- When services are provided through an advertising agency (other than MDT's agency), proof of payment from the ad agency to the vendor AND proof of payment from the DMO to the ad agency must be submitted. The same policies apply to the information needed on each documents – both vendor and agency.

Proof of Performance

Proof of Performance documentation can differ depending on the expense. Below is a list of currently approved documents; however, if you are unable to obtain the required documents, MDT can review other documentation on a case-by-case basis. All 'Proof of Performance' must come from the vendor and not the agency placing the marketing.

Print

- Original tear sheet, if tear sheet contains publication name and issue date   OR
- Front cover of publication and tear sheet, if the tear sheet does not have required information

Out-of-Home
- Vendor report showing a picture of billboard, bus wrap, etc., with a location indicated and the dates the advertising was in market. Photos must be in color and clearly show the MDT logo. This document is sometimes called a Proof of Play.

Television
- Script and Log Report (w/We Warrant statement) with dates the advertising was in market

Radio
- Script and Log Report (w/We Warrant statement) with dates the advertising was in market

Digital
- Statement of distribution (e-blast or newsletter) with dates the advertising was in market   OR
- Screen shot of content story/post/ad in market with dates the advertising was in the market AND
    - If in-market screen shots are not available, pictures of the story/post/ad placed and a Statement of Working Order for the time period (with the project director's signature on letterhead stating the ads placed and being charged in that invoice were the ads pre-approved by MDT) can be substituted
- Impressions of content/story/post/ad in market with dates the advertising was in the market – this must be from the vendor
    - If a report from the agency is a direct API feed from the vendor, that report along with a attestation/statement from the agency explaining the direct feed for the time period can be substituted

When uploading your documents into the Submittable system for reimbursement, the documents need to be in the correct order.
- For each line of the Summary Sheet there should be:
    - Vendor Invoice
    - Proof of Payment to Vendor
    - Agency Invoice – if applicable
    - Proof of Payment to Agency – if applicable
    - Proof of Performance (provided by the vendor)
    - Then repeat this sequence for the next line on the Summary

- All documents (from all lines on the Summary Sheet) should be combined and uploaded as one document when possible.
- If these documents don't obviously go together, you must write (hand write on the document if you would like) which invoice matches which proof of performance.
- DO NOT include documents that are not required.

All required documentation must clearly show all the required information and must be understandable to an average person – the use of tax payer funds must be 100 percent transparent with no questions. When in doubt, explain.

FINAL REPORTING

All program applicants are required to submit the Project Summary Report assessing the success of the funded MMG project. Failure to provide the required report may result in the participant's suspension from the program. Applications for future funding will not be accepted from DMOs with an outstanding or untimely summary report.

Following the receipt of the Project Summary Report, each contract is reviewed for completeness. Participants are required to provide a written explanation detailing the circumstances surrounding the unsuccessful project completion if:
- The usage of awarded funds falls below 85 percent
- Less than 85 percent of the approved marketing activities were completed
- The Project Summary Report was not completed and received by the deadline

Failure to complete the contract requirements could result in one of the following actions:
- A written warning
- A one-year suspension from participation in the MMG Program
- Revocation of certification